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# Activities of the Department of Public Information: outreach services

## Report of the Secretary-General

*Summary*

The present report, prepared in response to General Assembly resolution 65/107 B, summarizes the key advances made by the Department of Public Information during the period from July 2010 to February 2011 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department — strategic communications services and news services — are described in separate reports of the Secretary-General (A/AC.198/2011/2 and A/AC.198/2011/3).

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# I. Introduction

1. In its resolution 65/107 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-second session (A/AC.198/2010/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called on the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which considers the activities of the outreach services, provides an overview of the strategic direction of the subprogramme and highlights the activities undertaken in the process of reaching out to key constituencies. It also summarizes the activities of the Department's library services, including the Dag Hammarskjöld Library at Headquarters.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from July 2010 to February 2011.

# II. Towards a global engagement with the United Nations

5. The objective of the outreach services is to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization. That objective is implemented by the Outreach Division through efforts targeted at the public and carried out in alliance with key partners, including non-governmental organizations; the academic community; educational institutions; celebrity advocates, such as the Messengers of Peace; partner libraries (including depository libraries); other representatives of civil society; and the media. The Division also works to provide relevant information products and services to facilitate the work of Member States, Secretariat staff and researchers and to support internal communications at the United Nations. The Division also provides enhanced access to information and knowledge and promotes increased participation and involvement in the work of the United Nations by means of conferences, briefings, exhibits, publications and teaching materials.

6. During the period under review, the Outreach Division consolidated its mandate among its traditional audiences in the general public and civil society, especially young people. The Division also launched a new initiative to formalize the academic community's commitment to the principles of the Organization. While continuing to utilize established means of communication, the Division expanded the use of social media platforms with the aim of enlarging its constituency and further broadening the global ownership of the United Nations.

# III. Deepening civil-society involvement in the Organization's activities

7. One of the major successes achieved in 2010 in the deepening of relations between the Department and the non-governmental-organization community was the sixty-third Annual United Nations Department of Public Information/ Non-Governmental Organizations Conference, held in Melbourne from 30 August to 1 September 2010 on the theme "Advance global health: achieve the Millennium Development Goals". Some 1,700 non-governmental representatives of 260 organizations from 70 countries participated, an increase in participation of 30.7 per cent over the 2009 conference. In addition, representatives of the media, academia, the private sector and other institutions also attended. The Conference Declaration, presented to the Secretary-General, the President of the General Assembly and the new head of Government in Australia, underscored the need to sustain the gains made in the implementation of Millennium Development Goals.

8. The conference featured four round tables, more than 55 workshops and 54 exhibits organized by non-governmental organizations, including a Youth Millennium Development Goals Village. Participants were also treated to several displays of indigenous art and culture. A highlight of the conference was the use of new media for the benefit of those who could not attend. Critical to that effort was the public-events website organized by the non-governmental organizations in Australia, in cooperation with the Department, in order to give the general public an opportunity to participate online. Young people led the way in using Twitter and Facebook to draw regional and global attention to the conference, which attracted unprecedented media attention and interest, as reflected in numerous articles and Twitter feeds. In June 2010, with the assistance of the United Nations information centres in Canberra and Manila, 40 non-governmental organizations from Australia (32), Fiji (1), Philippines (5), Tonga (1), Vanuatu (1) became associated with the Department, bringing the total of non-governmental organizations associated with the Department as at September 2010 to 1,589.

9. Interest in the weekly briefings for the non-governmental community associated with the Department continues to grow. Despite the fact that the securing of a permanent venue remains a challenge in 2010, the briefings and the three communications workshops attracted some 7,000 non-governmental representatives.

# IV. Bringing the United Nations to young people

## A. Global Model United Nations Conference

10. The Department organized the second annual Global Model United Nations Conference, in partnership with the Government of Malaysia and the United Nations Alliance of Civilizations, in Kuala Lumpur from 14 to 18 August 2010, on the theme "Towards an alliance of civilizations: bridging cultures to achieve peace and development". The selection criteria ensured diverse and gender-balanced participation by 353 young persons from 51 countries. The next conference will be held in Incheon, Republic of Korea, in August 2011.

11. The Global Model United Nations Conference included a simulation of a General Assembly summit and of an emergency meeting of the Security Council. A

series of innovative video chats gave student delegates live access to United Nations officials and diplomats to help them better understand issues related to the Alliance of Civilizations and the various topics on the summit's agenda, which focused on "Education and civic engagement; the global information society; removing barriers and strengthening cultural dialogue; cultural challenges to global human security; and forging alliances towards peace and security". Through one of the side events, the conference also offered an opportunity for students to learn about the Ministry of Youth and Sports of the Government of Malaysia and the work of the United Nations in Malaysia. The conference continues to serve as a model of best practices for other model United Nations programmes around the world, encouraging the development of new programmes where they did not exist before and inspiring youth delegates to become involved in global issues.

12. One of the Department's key goals is the inclusion of more students from developing countries in the Global Model United Nations. Although the Department has been successful in this regard, efforts are also being initiated to strengthening partnerships with Member States and the private sector in order to enhance sponsorship for the Global Model United Nations and make it more inclusive.

## B. Student conferences

13. In September 2010, more than 500 students and teachers participated in the observance of the International Day of Peace, held at Headquarters on the theme "Youth, peace and development", which addressed the issues of peace, the Millennium Development Goals and the proclamation by the General Assembly of the International Year of Youth. Students from the United States of America, Mexico and Canada at Headquarters joined young people from United Nations peacekeeping missions in Liberia (the United Nations Mission in Liberia) and the Sudan (the United Nations Mission in the Sudan). A special feature of the event included performances by a Japanese youth choir accompanied by a pianist playing a Hibaku piano that had been damaged during the bombing of Hiroshima.

14. The thirteenth annual United Nations student conference on human rights, organized in partnership with the United Nations Information Centre in Mexico City and the United Nations Regional Information Centre in Brussels, was held at Headquarters from 1 to 3 December 2010. More than 40 schools participated in the event. The conference focused on discrimination and the rights of the child, and a list of students' recommendations has been posted on the United Nations CyberSchoolBus website (www.cyberschoolbus.un.org).

## C. UN4U

15. In observance of United Nations Day 2010, the Department organized the third annual "UN4U" programme, which proactively took the Organization's story to 504 educational institutions and more than 85,000 students around the world — more than triple the number of participants in 2009. In New York City, senior officials of the United Nations system, including three Under-Secretaries-General and two Assistant Secretaries-General, visited 51 public high schools in the boroughs of the Bronx, Brooklyn, Manhattan, Queens and Staten Island, speaking to an estimated 7,000 students, which represented an increase of more than 15 per cent from 2009.

16. In 2010, some innovative features were added to the programme in New York. Some of the presentations with photos and videos were documented, and interviews were organized with some students; compilations of interviews, photos and comments by speakers and schools were posted on a daily basis on the United Nations Visitors Centre Facebook fan page. For the first time, materials were sent to the schools in advance of speakers' visits.

# V. Spotlighting the United Nations through the arts and entertainment

## A. Creative Community Outreach Initiative

17. The Secretary-General's Creative Community Outreach Initiative was launched to tap into the prodigious outreach potential of television and film and to serve as a one-stop shop for writers, directors, producers and broadcasters interested in portraying in their work issues of relevance to the United Nations. A number of noteworthy projects have been undertaken since July 2010, including:

(a) The Department arranged for senior United Nations staff to participate in several events in Los Angeles and New York designed to familiarize film and television professionals with the work of the United Nations, at the Producers Guild of America, the Writers Guild of America, The Good Pitch (BritDoc) and the Global Creative Forum;

(b) The second annual Envision forum, on the theme "Addressing global issues through documentaries", included a documentary film screening and a discussion series on themes related to the Millennium Development Goals. It was produced in partnership with the Independent Filmmaker Project and held at the TimesCenter in New York City, with a special focus on education;

(c) A major Hollywood science-fiction franchise shot a scene in the General Assembly Hall for an upcoming feature film, in which a fictional future Secretary-General implores Member States to vote in favour of offering safe haven to alien refugees on our planet.

## B. Celebrity advocacy

18. As part of the campaign on the Millennium Development Goals, 30 Goodwill Ambassadors and three Messengers of Peace accepted the Secretary-General's invitation to assist in outreach as "Millennium Development Goal Champions" for the year. Eight of them actively participated in a new media campaign using Twitter and Facebook in the lead-up to the High-level Plenary Meeting of the sixty-fifth session of the General Assembly on the Millennium Development Goals, held in September 2010, and eight attended the Summit. Following the adoption by the General Assembly of resolution 63/219, on the Convention on Biological Diversity, the Secretary-General designated acclaimed actor and filmmaker Edward Norton as the United Nations Goodwill Ambassador for Biodiversity on 8 July 2010.

### C. United Nations Day Concert dedicated to the Millennium Development Goals

19. The United Nations Day Concert in 2010 was dedicated to the Millennium Development Goals. The concert was sponsored by the Permanent Mission of the Republic of Korea and featured the Korean Broadcasting System Symphony Orchestra. The theme was reflected in the evening's programme, speeches and visual identity, designed by the Department's Graphic Design Unit.

### D. Academic impact

20. The United Nations Academic Impact, a global initiative that aligns institutions of higher education with the United Nations in actively supporting universally recognized principles in the areas of human rights, literacy, sustainability and conflict resolution, was formally launched by the Secretary-General on 18 November 2010 at an event attended by representatives of more than 130 member institutions; by the end of the year, more than 540 institutions of higher education and research in 96 countries had joined this global network of ideas and imagination. As a curtain-raiser for the launch, a seminar on "The United Nations Academic Impact for a better and harmonious world" was held in Shanghai, China, in November. A conference on the Academic Impact, human rights and the architecture of peace was also convened at the Centro Niemeyer, Asturias, Spain, in December 2010.

## VI. Engaging the public

### A. Speaking engagements and briefings

21. In 2010, the speakers' bureau of the Department organized and facilitated more than 700 in-house briefings and videoconferences as well as 94 outside speaking engagements, reaching more than 36,000 individuals in North America, mainly in the United States. The reduction in the number of people reached was due to the fact that it was not possible to hold many of the large-scale programmes at Headquarters in the spring, as the General Assembly was closed to the public for urgent repairs. Had those sessions taken place as scheduled, they would have accounted for an additional 10,000 individuals. Arrangements have been made with some outside venues, but their distance from Headquarters has a negative impact on the work, as participants have to be escorted much longer distances. In addition, staff speakers are no longer based at one location and find it harder to commit to briefings, as reaching specified venues takes longer than it did in the past. However, the Department continues to respond to direct communications from the public in the form of petitions, letters, e-mails, telephone calls and in-person enquiries and provides online answers to frequently asked questions about the United Nations to website visitors.

## B. Exhibits and guided tours

22. Almost 1 million visitors each year view the rotating roster of public exhibitions curated and installed by the Department in the Visitors' Lobby at Headquarters. The website for visitors makes it possible for a greater breadth of programme content to reach online visitors directly and indirectly through links to exhibitors' home pages and social media. Between July 2010 and February 2011, 19 exhibits were organized, including "Access to life", a photographic survey of HIV-positive men and women in nine countries; "One billion hungry", an exhibit designed to enlist citizen participation in the fight against global hunger; "Faces of climate change", "Visual voices of youth" and "Education counts", with a focus on the Millennium Development Goals and the disparities in girls' access to education.

23. The new guided tour route at Headquarters is now well established; some recent additions include a slide show on the work of the United Nations following the January 2010 earthquake in Haiti and a display of peacekeepers' blue berets and helmets. Other notable facts related to guided tours are set out below:

(a) From 1 January to 30 November 2010, 254,626 visitors took guided tours of Headquarters — an increase of more than 9 per cent compared with the previous year. More than 55,000 of those visitors took the audio tours (roughly 20 per cent), which had been introduced in October 2009.

(b) In 2010, at the United Nations Office at Geneva, 95,643 visitors — the highest number in a decade — took guided tours in more than 15 languages, while at the United Nations Office at Vienna, 47,000 visitors took guided tours in 15 languages.

(c) At Nairobi, guided tours are offered free of charge to visitors from local and international schools, universities and delegations.

24. Guided tours of Headquarters will operate in the General Assembly Building until 2012. However, the tour route no longer includes the Conference Building.

## C. Visitors Services online

25. A new website, United Nations Visitors Centre (http://visit.un.org), was launched on 21 October 2010. It contains information on all the services offered to visitors at United Nations Headquarters. Information on tours, exhibits, lectures, shops, stamps and the post office, as well as a fact sheet and answers to frequently asked questions, can be found under the rubric "What to see and do". "Plan your visit" features information on directions, hours and admission, security screening, a teacher's corner, a calendar of events, updated information about United Nations renovations, while "Tours and tickets" provides the visitor with information on guided and audio tours, online ticketing and group reservations, inter alia.

## D. Citizen Ambassadors to the United Nations

26. Continuing the momentum established in the first year of the programme, the Citizen Ambassadors video contest, hosted on the United Nations channel on YouTube, invited citizens of the world to speak to world leaders and engage in a global dialogue with the United Nations. In 2010, the contest was devoted to the

theme of the Millennium Development Goals and was judged on a regional basis in order to ensure a diverse geographical representation among the winning entries.

27. Call-for-entry videos in English, French and Spanish featuring the Secretary-General, United Nations Children's Fund Goodwill Ambassadors Jackie Chan, Angélique Kidjo, Youssou N'Dour and Lionel Messi and United Nations Messengers of Peace Stevie Wonder and Princess Haya Bint Al Hussein asked YouTube viewers how to make our world a "better, safer place" and were viewed over 56,000 times during the campaign.

28. In an effort to increase access to the contest in developing nations, the Department established a unique partnership with the United Nations Foundation and Flip Video, which provided 52 Flip Video cameras to United Nations information centres throughout the world. That allowed interested individuals without access to adequate technology or a video camera to prepare and upload their video message at the participating United Nations information centre. From more than 400 entries, six winners were selected, from Nigeria, Saudi Arabia, Australia, the Russian Federation, Mexico and the United States. The contest culminated in a special screening of the winning videos before world leaders in the General Assembly Hall at Headquarters in New York, during the High-level Plenary Meeting, from 20 to 22 September 2010.

# VII. Remembrance activities

## The Holocaust and the United Nations outreach programme

29. In fulfilling its mandate to combat Holocaust denial, the Department lent its support to the International Conference on Anti-Semitism and Holocaust Denial organized by the Holocaust Education Trust Ireland, in cooperation with the Government of Ireland, in November. The aim of the conference was to examine these issues in historical and contemporary contexts and discuss ways to eradicate hate speech. Other activities carried out during the reporting period include:

(a) In November, placing special emphasis on outreach to educators and young people, the Department was linked by videoconference with 150 students from seven countries, who were brought together by the United Nations Information Centres in Accra, Colombo, Dar es Salaam, Dhaka, Harare, Kathmandu and Yangon. The event was held in cooperation with the House of the Wannsee Conference Memorial and Educational Site;

(b) In December, the Department, in partnership with the University of Southern California Shoah Foundation Institute for Visual History and Education and Yad Vashem, The Holocaust Martyrs' and Heroes' Remembrance Authority, produced an educational study guide and DVD for high school students entitled "Women and the Holocaust: courage and compassion". That educational tool features survivor testimony and highlights the ways in which women experienced the Holocaust. It is available in all United Nations official languages;

(c) The Department published a new discussion paper for university students entitled "The Global Prevention of Genocide: Learning from the Holocaust". Drafted by experts at the Salzburg Global Seminar, the paper explores the links between the fields of Holocaust education, genocide prevention and human rights;

(d) In February 2011, the Department carried out a number of activities organized in observance of the annual International Day of Commemoration in Memory of the Victims of the Holocaust under the theme "Women and the Holocaust". A memorial ceremony was held on 10 February 2011 in the General Assembly Hall. The Day was also commemorated by United Nations offices around the world in a variety of ways. In addition, two exhibitions were mounted at Headquarters: "The memories live on", by the International Auschwitz Committee in Germany, the Auschwitz-Birkenau State Museum in Poland, the International Youth Meeting Centre Oswiecim/Auschwitz in Poland and the Gedenkstätte Deutscher Widerstand in Germany; and "Hélène Berr, a stolen life", curated by Le Mémorial de la Shoah in France, which documented, through a young woman's diary, the persecution of Jews during the Nazi occupation of Paris;

(e) The film *Daring to Resist* was screened by the Department in partnership with Women Make Movies and the Jewish Partisan Educational Foundation. The film was also made available in January for screenings by the network of United Nations information centres.

30. The Department continued to support the outreach activities of United Nations information centres by partnering with Le Mémorial de la Shoah to produce a travelling exhibition entitled "The Holocaust in Europe". The exhibition, available in English, French, Russian and Spanish, was hosted by United Nations information centres in Bujumbura, Manila, Mexico City, Moscow and at the United Nations Information Service in Vienna.

## VIII. Reham Al-Farra programme

31. The Department organized the thirtieth annual Reham Al-Farra Memorial Journalists' Fellowship Programme from 13 September to 22 October 2010. Nine junior and mid-level print and broadcast journalists — five women and four men — from Antigua and Barbuda, Bahrain, Bosnia and Herzegovina, Haiti, Mozambique, the Russian Federation, Togo, Uzbekistan and Zambia participated. Highlights of the six-week programme included a visit to Rochester, New York, where they stayed with the families of members of the local chapter of the United Nations Association and participated in the Association's conference on the theme "Freedom of the press: environmental sustainability". A website was launched in conjunction with the start of the programme in September: http://www.un.org/en/media/fellowship/current.shtml.

## IX. United Nations flagship publications

32. *Yearbook of the United Nations*. In 2010, the online site of the *Yearbook of the United Nations*, the most authoritative reference work available on the activities and concerns of the Organization, experienced an increase in the number of pages per visit, indicating greater research use of this outreach tool. In its traditional print form — a perennial United Nations best-seller — volume 61 of the *Yearbook* was delivered to the printer in January 2011 for publication in the first quarter of the year, with an e-book version in production for simultaneous release. The 33 chapters of this fully indexed 1,628-page book deal with activities related to political and security questions, human rights issues, economic and social questions, legal issues, and institutional, administrative and budgetary matters carried out in 2007.

33. *UN Chronicle*. The *UN Chronicle* has maintained gender parity among its contributing authors and successfully sought participation from the developing world. Of the 75 authors published in 2010, 47 represented developing countries and 48 were women. In 2010, the quarterly magazine focused on empowering women, global health and the United Nations Academic Impact. The contributors to the year-end special youth issue were from around the world and ranged from 14 to 24 years of age. They expressed their concerns on priority United Nations issues such as nuclear disarmament, child soldiers, the protection of the human rights of girls and indigenous communities, climate change, the eradication of poverty, the Millennium Development Goals and the Dialogue among Civilizations.

34. The *UN Chronicle* social media outreach was developed with the aim of reaching new audiences, reconnecting with previous readers and establishing the magazine's brand within social media outlets. The magazine's presence on Facebook, in conjunction with other social media utilities such as Flickr, has allowed it to actively engage readers through constructive photo and essay contests related directly to the Organization's priority issues.

35. The Department is also actively pursuing opportunities to team up with external partners for the publication of the print edition of the *UN Chronicle* in the other official languages as well as local languages. In that regard, the successful arrangement to translate, print, sell and distribute the magazine in the Korean language that began with issue No. 1 of 2010 has been extended to issue No. 2.

# X. Sales and marketing: expanding access to knowledge and information

## A. Sales and marketing of United Nations publications

36. The Department focused its efforts in 2010 on developing and expanding an e-publishing programme, that included the creation of e-books and "apps" for mobile devices, the signing of e-book distribution agreements or licenses through leading e-book providers, and the conclusion of agreements with e-book aggregators focusing on the library market, such as ebrary. Negotiations with Google are ongoing for the inclusion of United Nations publications in the new Google eBooks service.

37. In addition, the Department planned the forthcoming United Nations e-book collection. Proposals from vendors have been received, and a contract will be awarded in early 2011. The collection, a fully searchable, fully indexed portal giving access to more than 1,200 United Nations e-books and all new titles as they are published, will be accessible free of charge to delegates, United Nations staff and depository libraries in developing countries; it will be available as a subscription service to institutions and will also allow for the individual downloading and purchase of e-books. The service will be launched in the last quarter of 2011. Social media platforms such as Facebook and Twitter provide an excellent forum for discussions on e-books. Between 1 January and 31 December 2010, the number of fans and followers of the United Nations publications pages on Facebook and Twitter went up 278 per cent and 540 per cent, respectively.

38. The Department is now increasingly producing books digitally "just in time" through print-on-demand technologies as opposed to getting copies "just in case" and storing them in a warehouse. Print-on-demand technology allows books to be printed one copy at a time in a cost-effective way and in locations as near as possible to customers, thus reducing storage and shipping costs and wait time. More than 50 United Nations titles are now set as print-on-demand publications, and more will be available in 2011.

39. The transition to the new warehouse and fulfilment house is now complete. Approximately 200,000 copies of United Nations publications were distributed to end customers and distributors in 2010. The Department signed up a total of 12 new book distributors, 60 per cent of which are in developing countries.

40. During the reporting period, the Department signed 14 licence agreements with local publishers interested in translating or republishing United Nations content in printed form, generating 23,000 additional copies of United Nations publications distributed worldwide. In addition, four contracts were concluded for the translation and electronic publication of United Nations titles.

41. The United Nations Bookshop continued to provide a reliable and professional service to delegates, United Nations staff and the general public, conducting approximately 5,000 transactions per month. In spite of the challenges posed by the capital master plan in 2010, the United Nations Bookshop successfully organized almost 50 well-attended special events, including 12 "meet the author" events.

42. An important lesson learned in the sales and marketing of United Nations publications is the need to give equal priority to the marketing, sales and distribution of physical and digital publications. The numbers for 2010 show that there has been a spike in the demand for digital content and that the market is ready for it. The Department will leverage this opportunity by proactively obtaining electronic files from author and production departments and making them available on the most popular publishing platforms, and using appropriate business models.

## B. Development Business

43. Once its website design was completed, in 2009, *United Nations Development Business* was able to focus on implementing the new design theme for all existing communication activities while developing new website features that will further enhance the services offered by the programme. Many of the recommendations that were made by the Parsons School of Design, which partnered with the Department in 2009 on the redesign of the website and the application of new tools and technologies, were implemented. Among those are advanced search functionality; e-mail alert notifications for subscribers; an updated, self-manageable version of the business directory; and a new online advertising section. Meanwhile, the transition from print to digital has been completed, and the unit has prepared the gradual phase-out of its bimonthly print distribution in 2011. The printed version will still exist, but the business model will emphasize the digital magazine version and print on demand. In order to expand this new, innovative service, the Department has established partnerships with additional development banks and government agencies, and a presence at international trade events.

### C. Graphic design

44. The graphic design team of the Department continued to provide tailored design solutions for print and Web products and the branding of promotional campaigns. It also continued to provide costing estimates, specifications and overall print expertise to help clients in the preparation of budgetary proposals. The graphic design team effectively completed close to 300 projects — from brochures, books and posters to signage, banners and press kits — promoting and advocating the activities of the United Nations. Sensitive to the issue of multilingualism, the team created most of its designs in all six official languages.

45. The graphic design team collaborated closely with the Department of Economic and Social Affairs on two major programmes by providing branding and design solutions for the International Year of Forests and the International Year of Youth. It also collaborated with the United Nations Police Division in designing a new United Nations police logo and in developing a comprehensive strategy to standardize the logo usage and application globally. The team also designed products promoting indigenous peoples' issues, the United Nations and decolonization, and the Zero Under 18 Campaign, relating to children in armed conflict.

## XI. Library services: a gateway to information for the United Nations information services

46. The Dag Hammarskjöld Library, as the parliamentary and research service of the United Nations, provides information and research services to delegates, the Secretariat and related bodies and agencies, as well as to diverse specialized groups and the wider public through its in-house and e-mail consultations, Internet-based platforms and other means of communication.

47. *Capacity-building*. The Library's successful training programme for delegates, staff, non-governmental organizations and other major clients on understanding the work of the United Nations through its documents continued during the period 2010-2011 with a focus on General Assembly documentation. One notable event, in collaboration with the Department of Political Affairs, was a training programme for new members of the Security Council on the effective use of United Nations documentation.

48. *Depository libraries*. In 2010, the Dag Hammarskjöld Library began a complete review of the United Nations Depository Library Programme in collaboration with 395 depository libraries. The aim was to ensure that depository libraries received the necessary United Nations information in the formats that were most useful to their reader populations. The Library continues to strongly encourage depository libraries to move to the use of electronic access in preference to print documents and publications. While promoting a move to online access, the Dag Hammarskjöld Library also takes into account the varying degrees of reliability in terms of connectivity, especially in developing and least-developed countries. The Library is also working with depository libraries to encourage and promote their outreach efforts in connection with United Nations-related issues.

49. The training programmes offered to depository libraries have been very successful in building a network of librarians across various regions who have knowledge and expertise about the United Nations. In the first quarter of 2011, the first training programme for United Nations depository libraries in Oceania will be held in Canberra.

50. *Electronic resources and United Nations digital information.* The Dag Hammarskjöld Library helps 59 United Nations entities to "deliver as one" by serving as the coordinating secretariat for the United Nations System Electronic Information Acquisition Consortium, which facilitates subscriptions to a constantly growing list of electronic resources for its members in 47 countries. In response to users' needs for quality information at any time and at any location, the Dag Hammarskjöld Library is transitioning from print collections to electronic resources and has started to prepare new mechanisms for the delivery of e-books, e-newspapers, e-magazines, e-journals and e-databases onto the desktops of United Nations staff members worldwide. The Library has also shifted its focus from United Nations print materials to United Nations digital information and has started to prepare a new environment to provide the stakeholders of the Organization and the general public with both digitized and born-digital United Nations information. The new environment will help the Library ensure the preservation of United Nations digital assets for future generations.

51. At the same time, the Library is also actively seeking to ensure the permanent preservation of the published records of the Organization since 1946. Having completed the main series of Security Council documents, the digitization programme will now be focusing on earlier General Assembly documentation, followed by a retrospective content analysis and indexing of the documents to ensure that they are better preserved and made available. In 2010, 12,472 older documents (227,497 pages) were digitized and loaded to the Official Document System.

52. In 2010, bibliographic metadata were created and assigned to 18,000 United Nations documents and publications for ease of search and retrieval. The authority records and the thesaurus in all six official languages are continuously maintained. These metadata form the core information for the United Nations Bibliographic Information System (UNBISnet) and the Official Document System. As at 1 December 2010, 850,000 bibliographic metadata had been recorded in UNBISnet, which also provides a complete voting history on all General Assembly and Security Council resolutions.

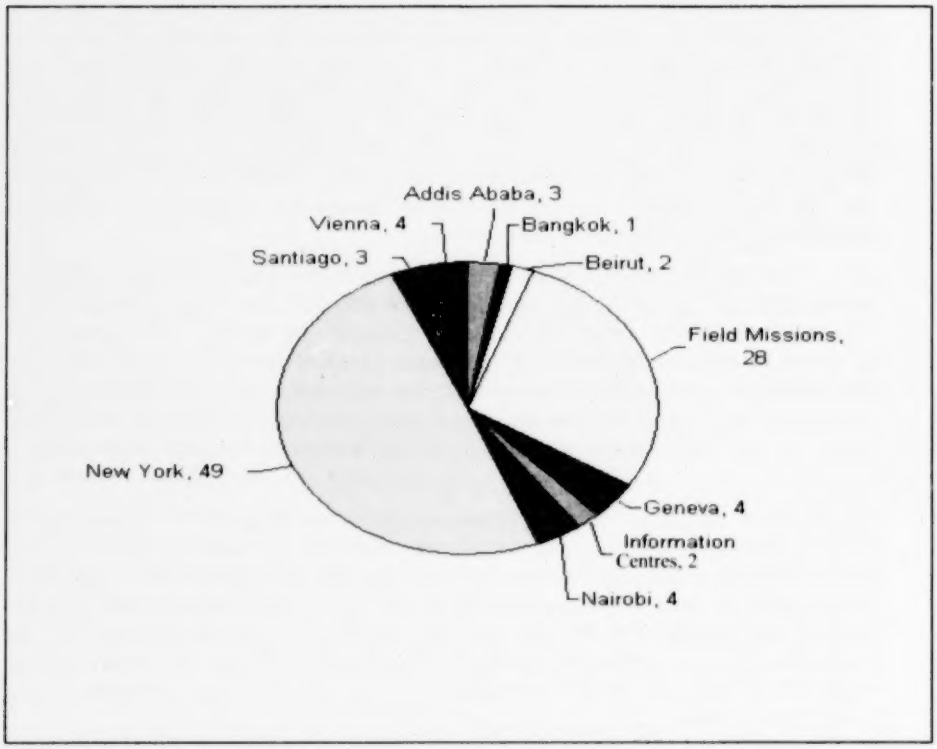
53. *Inter-agency coordination in the field of information management and services.* The Dag Hammarskjöld Library cooperates with other United Nations libraries through the inter-agency knowledge-sharing and information management network, a forum that promotes collaboration, operational and fiscal efficiency, and the adoption of information technology in libraries of the United Nations. The Library also serves as the secretariat of the Steering Committee for the Modernization and Integrated Management of United Nations Libraries, which enables United Nations libraries to work together on issues such as common indexing policies and digitization operations.

# XII. Internal communications

54. The Secretariat Intranet, iSeek, continues to be accessed by staff and personnel worldwide. From January to December 2010, the iSeek team added 775 staff-focused postings, most of which were also translated into and posted in French. Fifty per cent of the postings were submitted by or included input from staff at offices away from Headquarters, including peacekeeping missions and information centres (see figure below).

**iSeek story contributions by duty station, January to December 2010**

(Percentage)




# XIII. Language Days at the United Nations

55. Complementing the observance of International Mother Language Day, the Department established "Language Days at the United Nations" with the aim of educating, informing and entertaining by dedicating one day a year to the celebration of each of the six official languages. The 2010 Language Days were observed at Headquarters with special language information fairs, book sales, articles on iSeek, cultural ceremonies and other events, including film screenings, poetry readings and lectures in connection with the various official languages.

# XIV. Conclusions

56. In the sixty-fifth year of the Organization's history, the Department of Public Information progressively transformed its outreach role. The ideas and energy generated through its collective efforts and its partnerships with global civil society and its individual constituents both reflected and supported the intergovernmental processes of change and betterment that animate the United Nations and are the key to the full and successful realization of its mission.

57. As a result of the capital master plan project, the Department's outreach services will continue to face a number of challenges, including the lack of dedicated access to infrastructure facilities that cater to visitors, non-governmental organizations and student groups. The Department is working with the capital master plan management in searching for alternative briefing venues and in rerouting guided tours.